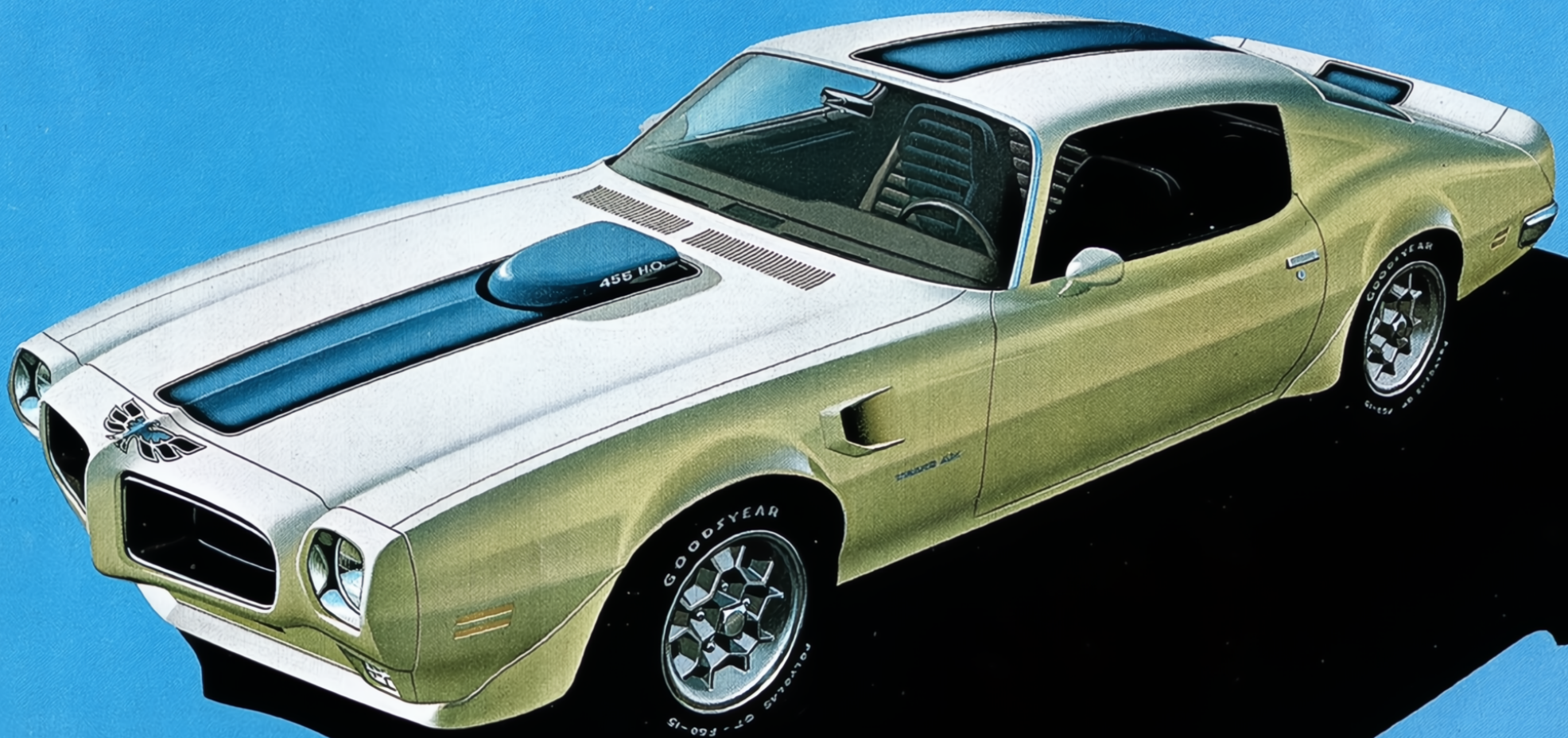


1971 PONTIAC

FIREBIRDS

TRANS AM / FORMULA / ESPRIT / FIREBIRD





The Formulas

Along with our basic Firebird, the luxurious Esprit and our ultimate, the Trans Am, we developed three new Formula Firebirds for 1971. So you can get exactly the kind of car you want for exactly the kind of roads you drive. Above everything else, the Formula Firebirds are road cars. The big difference among them is simply one of engine output.

The Formula 350 has 350-cubic-inches of displacement, the Formula 400 has 400, and the Formula 455 has—well, you guessed it.

Of course, the new Formula Firebirds have much in common. Like engine compartment extractors that relieve

air-pressure buildup under the hood, special high-rate rear springs, big stabilizer bars fore and aft, heavy-duty shock absorbers, a make-sense, instrument panel and, of course, Firebird's amazing Endura bumper.

Now you might think that with three distinct Formula Firebirds, we'd curtail some of the options available. Not so. You can get a Trans Am suspension, special wheels (including our brand-new honey-comb design) and a new rear console with ashtray, armrest and seat buckle holders. And on the Formula 455, a Ram Air H.O. V8 with functional, forward-mounted hood scoops.

Cover: The Trans Am

There's absolutely nothing quite like Firebird's new Trans Am. A 455-cubic-inch H.O. V8 with rear-facing shaker hood, Hurst-shifted 4-speed Muncie, an air dam and air extractors up front, a spoiler at each wheel and at the rear, heavy-duty shocks and springs, front and rear stabilizer bars, and a special engine-turned instrument panel (right).

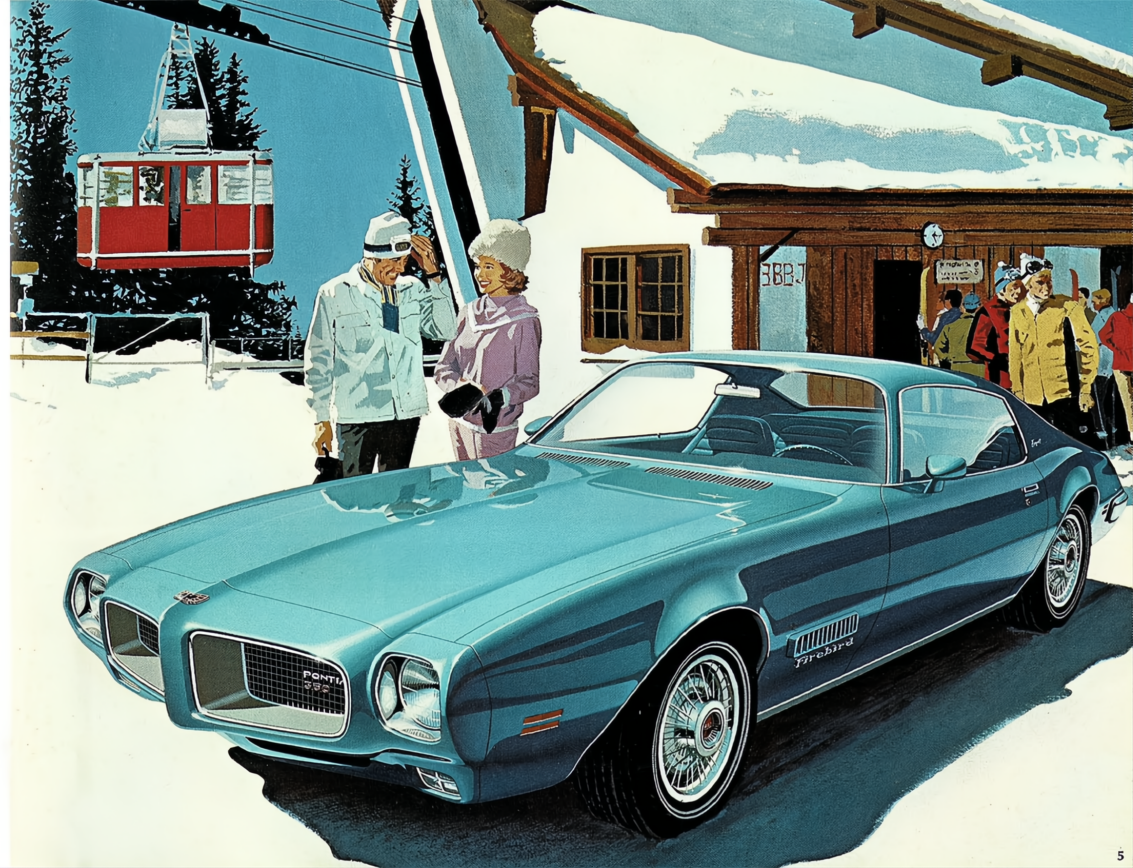


The Esprit

We took great pains with the new Esprit to prove that performance and the good life can be a beautiful merger. Take performance first. Esprit totes a standard 350-cubic-inch V8 that develops 250 hp and 350 lb.-ft. of torque. Should you crave more action, simply order the 400-cubic-inch engine with 265 horses.

Performance is fine, but it's not worth much without good handling. But this is a new Firebird, right? So the standard suspension has a hefty .938"-diameter front stabilizer that keeps the car flat. The steering's quick. And stops are sure stops with standard front disc brakes.

Among Esprit's finer appointments are wall-to-wall, loop-pile carpeting; a beautifully worked instrument panel, with flame-chestnut woodgrain vinyl inserts; new front bucket seats in a special knit-vinyl and bucket-type seats in back. Now these rear seats represent a design break-through. The space between them let us increase the height of the drive tunnel, allowing the suspension more room to move up. And this resulted in a softer, more cushioned ride without sacrificing cornering ability.





The Firebird

To many minds the idea of a "basic" Firebird is totally alien. Nevertheless, that's what we call it, if only because it's the least expensive Firebird we offer.

That's right. Our least expensive. Yet you still get Firebird's fantastic sports car lines, a double-roof construction for greater strength and quiet, and the amazing Endura front bumper.

Let's spend a few extra seconds on this last marvel. No matter how often people see it, they find it hard to believe that Endura isn't painted metal—like a roof or a fender. It looks like it, sure, but it's actually a resilient, man-made substance that resists dents, dings and chipping. It won't even rust.

What else comes standard on Firebird? Bigger doors make entrances and exits far easier to negotiate, 250-cubic-inch engine, front disc brakes, bucket seats, carpeting, wood grain vinyl dash—the list goes on. And on.

Of course, if the basic Firebird is too basic, you can dress it up nine ways to Sunday. Simply order from among the following: a vinyl-covered console for the front, a new vinyl-covered console for the rear, variable-ratio power steering, sports-styled mirrors, a padded Formula steering wheel, a rally gauge cluster.

Basic Firebird? Yes. But not really. You'll find out. When you make a date with your Firebird dealer.

Reassurance features

Occupant Protection

□ Seat belts with pushbutton buckles for all passenger positions □ Shoulder belts with pushbutton buckles—driver and right front passenger □ Two front seat head restraints □ Energy-absorbing steering column □ Passenger-guard door locks with forward mounted lock buttons □ Safety door latches and hinges □ Folding seat back latches □ Energy-absorbing padded instrument panel and front seat back tops □ Contoured windshield header □ Thick laminate windshield □ Padded sun visors □ Safety armrests □ Safety steering wheel □ Cargo-Guard □ Side-Guard Beam □ Fuel tank impact security □ Glove box and con-

sole door latch impact security □ Padded or yielding windshield pillar moldings □ Smooth contoured door and window regulator handles □ Soft, low-profile window control knobs, coat hooks, dome lamp □ Two front seat belt retractors □ Shoulder belt anchorages for rear seat outboard occupants □ Roto-Safe radiator cap □ High strength front seat anchorages and construction □ High strength rear seat retention □ Stamped steel door hinges (at least one per door)

Accident Prevention

□ Side marker lamps and reflectors (front side marker lamps flash with directional signal) □ Parking lamps that illuminate with headlamps □ Four-way hazard warning flasher □ Backup lamps □ Lane change feature in direction signal control □ Windshield defrosters, washers and dual speed

wipers □ Wide-view inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support) □ Outside rear view mirror □ Dual master cylinder brake system with warning lamp □ Starter safety switch □ Dual action safety hood latches □ Headlamp aiming access provision □ Low glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces □ Safety wheel rim □ Uniform shift quadrant □ No winged wheel nuts, discs and caps □ Self-adjusting brakes and corrosion-resistant brake lines

Anti-theft

□ Anti-theft ignition key warning buzzer □ Anti-theft steering column lock □ Multiple key combinations □ Visible vehicle identification □ Tamper-resistant odometer with telltale feature

Honeycomb-design wheel



Rally gauge cluster with tachometer



Rear seat console with ashtray



Specifications and Engines

For 1971, all Firebird engines have been designed to operate efficiently on the new no-lead or low-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded regular grade gasoline with a research octane number of 91 or higher may be used.

GENERAL MOTORS OF CANADA LIMITED OSHAWA, ONTARIO

The illustrations in this catalogue do not necessarily show standard colors, materials and equipment. General Motors of Canada Limited reserves the right to make changes at any time without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars previously sold.



SPECIFICATIONS	FIREBIRD	ESPRIT	FORMULA	TRANS AM
Body Style	Hardtop Coupe	Hardtop Coupe	Hardtop Coupe	Hardtop Coupe
Engines Standard (6 cyl.) Optional (8 cyl.)	250-1 350-2 —	350-2 400-2 —	350-2 400-4 455-4 455 HO	455 HO — — —
Transmissions Standard Optional	3-spd. manual H.D. 3-spd. manual 4-spd. manual Automatic Hydra-Matic	3-spd. manual H.D. 3-spd. manual 4-spd. manual Automatic Hydra-Matic	3-spd. manual H.D. 3-spd. manual 4-spd. manual Automatic Hydra-Matic	4-spd. manual Hydra-Matic — —
Brakes Front Disc (dia.) Rear Drum (dia.) Area (Gross)	10.9 in. 9.5 in. 110.6 sq. in.	10.9 in. 9.5 in. 110.6 sq. in.	10.9 in. 9.5 in. 110.6 sq. in.	10.9 in. 9.5 in. 110.6 sq. in.
Steering Ratio Standard Power-variable	26.4:1 17.6-14.3:1	30.8:1 17.6-14.3:1	30.8:1 17.6-14.3:1	— 16.0-13.0:1
Turning Diameter (ft.) curb to curb	36.5	36.5	36.5	36.5
Energizer Standard (6 cyl.) Optional (8 cyl.)	44 amp. hr. 53 amp. hr. 62 amp. hr.	— 53 amp. hr. 62 amp. hr.	— 53 amp. hr. 62 amp. hr.	— 62 amp. hr. 76 amp. hr.
Suspension front rear	Coil Leaf	Coil Leaf	Coil Leaf	Coil Leaf
Frame	Integral body/frame	Integral body/frame	Integral body/frame	Integral body/frame
Wheelbase	108.0 in.	108.0 in.	108.0 in.	108.0 in.
Length (overall)	191.6 in.	191.6 in.	191.6 in.	191.6 in.
Height	50.4 in.	50.4 in.	50.4 in.	50.4 in.
Width	73.4 in.	73.4 in.	73.4 in.	73.4 in.
Curb Weight (app.)	3240 lbs.	3519 lbs.	3593 lbs. (400 V8)	3695 lbs.
Tread front rear	61.3 in. 60.0 in.	61.3 in. 60.0 in.	61.6 in. 60.3 in.	61.7 in. 60.4 in.
Tires standard	E 78-14	E 78-14	F 70-14	F 60-15
Wheel Size	14 x 6 in.	14 x 6 in.	14 x 7 in.	15 x 7 in.
Road Clearance	4.6 in.	4.6 in.	4.6 in.	4.6 in.
Headroom front rear	37.4 in. 36.1 in.	37.4 in. 36.1 in.	37.4 in. 36.1 in.	37.4 in. 36.1 in.
Legroom front rear	43.8 in. 29.6 in.	43.8 in. 29.6 in.	43.8 in. 29.6 in.	43.8 in. 29.6 in.
Shoulder Room front rear	57.4 in. 54.4 in.	57.4 in. 54.4 in.	57.4 in. 54.4 in.	57.4 in. 54.4 in.
Hiproom front rear	56.7 in. 47.3 in.	56.7 in. 47.3 in.	56.7 in. 47.3 in.	56.7 in. 47.3 in.
Fuel Tank Capacity (app.)	14 Imp. Gal.	14 Imp. Gal.	14 Imp. Gal.	14 Imp. Gal.
Usable luggage space (cu. ft.)	7.2	7.2	7.2	7.2

ENGINES	250-1 SIX	350-2 V8	400-2 V8	400-4 V8	455-4 V8	455 HO
Displacement (cu. in.)	250	350	400	400	455	455
H.P. @ rpm (gross)	145 @ 4200	250 @ 4400	265 @ 4400	300 @ 4800	325 @ 4400	335 @ 4800
H.P. @ rpm (net)	110 @ 3800	165 @ 4200*	180 @ 3800	250 @ 4400	255 @ 4000	305 @ 4400
Torque @ rpm (gross)	230 @ 1600	350 @ 2400	400 @ 2400	400 @ 3600	455 @ 3200	480 @ 3600
Compression Ratio	8.5:1	8.0:1	8.2:1	8.2:1	8.2:1	8.4:1
Carburetion	1 bbl.	2 bbl.	2 bbl.	4 bbl.	4 bbl.	4 bbl.
Bore x Stroke	3.875 x 3.53	3.875 x 3.75	4.12 x 3.75	4.12 x 3.75	4.15 x 4.21	4.15 x 4.21
Fuel	Regular	Regular	Regular	Regular	Regular	Regular
Oil System (less filter) (qts.)	3.3	4.2	4.2	4.2	4.2	4.2
Cooling System (qts.)	10.0	16.1	15.5	15.5	15.0	15.0
Exhaust System	Single	Single (Dual—Formula)	Single	Dual	Dual	Dual
Clutch	9.12 in.	10.4 in.	10.4 in.	10.4 in.	11.0 in.	11.0 in.
Axle Ratio 3-spd. manual 4-spd. manual Automatic Hydra-Matic	3.08:1 — 3.08:1 3.08:1	3.42:1 3.42:1 2.73:1 2.73:1	— — — 2.73:1	3.42:1 3.42:1 3.73(CR) — 3.08:1	— — — 3.42:1	— 3.42:1 — 3.42:1

*Dual exhaust 180 hp @ 3800